

October 27, 2004FCC
Washington, D.C

Dear Sir or Madam:

Detroit's WB20-TV [WDWB-TV] is a broadcast television station that is committed to serving the viewers in our community with quality family oriented programming. Our public affairs shows are on four [4] times each week, one half hour each day, airing programs that address many of the major concerns that our audience members face in their homes, on their jobs and in their neighborhoods. These programs are produced to respond to issues such as family relations and improvement, housing and shelter, employment opportunities, environmental improvement and consumer information. Arts, culture and entertainment are also covered in the interest of offering a balanced television diet to our viewers.

Detroit's WB20 also serves as a real community partner by providing a platform for targeted projects that enhance the quality of life of the citizens of Southeastern Michigan. We air the MDA Telethon which each year brings a greater number of viewers and donations to the program. For AIDS Walk Detroit, there is a greater knowledge of the pandemic of HIV/AIDS among young adults based on our public affairs program and promotional campaign. Our efforts also resulted in an increase of donations by commercial sponsors and individuals. The Domestic Violence annual walk/run, like the MDA Telethon and AIDS Walk, is now a more top of mind issue to the community because we continuously work with the organizations to move to the next level.

In the area of Education, we communicate with area school districts giving them educators guides and student information for our network shows 7th Heaven, Everwood and Jack and Bobby dealing with such issues as smoking, sex, Iraq, life perceptions, etc. For elementary and middle schools we've dealt with special historical programs and literacy. Our internship program serves college students of all economic levels and backgrounds. We cultivate the young adults through a pre-planned program of learning to assist them on their journey in becoming conscientious broadcasters who serve the communities where they live and work.

We attend meetings with members of our community, when and where we can, we help them connect the dots to get funding, or to develop partnerships with other groups to enhance their services. We have developed psa's for many organizations to let our community know particular services are available to them and to raise awareness.

It is our hope that the information provided herein will assist you in understanding that at Detroit's WB we strive for excellence in every facet our jobs. We understand that whatever we accomplish belongs to our station and our community.
Sincerely,

Sarah Norat-Phillips
President/General Manager
Detroit's WB, WDWB-TV